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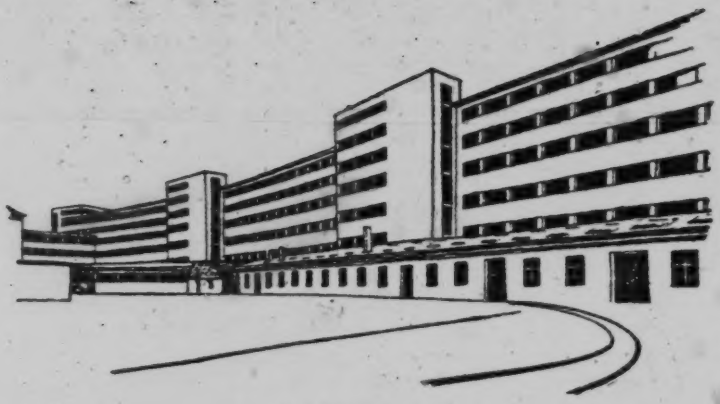

Linz, Tobacco Factory.

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The traditional high quality of Austrian tobacco products is due to the use of high-grade foreign materials, chiefly certain oriental tobaccos. These can never be replaced by inland tobacco, since climate and soil do not permit the growth of similar types here. Nevertheless, the inland cultivation of tobacco is encouraged as much as possible.

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The great importance of oriental tobacco to the Tabakregie is shown by the fact that in the course of modernisation of the concern, the important task of tobacco buying was delegated to a branch organisation, the "Austria Einkaufsgenossenschaft der österreichischen Tabakregie im Orient, G. m. b. H., Wien". Its main task was to restore severed connections with the most important tobacco producers in Bulgaria, Greece and Turkey. Hungary, North and South America and the Dutch colonies also formerly supplied raw tobacco to the Austrian Tabakregie, but here there are still difficulties in the way of a restoration of trade which arise from the foreign exchange situation.

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The Tabakregie is a very important factor in the Austrian economy. Firstly it acts as a big employer of home labour with an inland sales organisation consisting